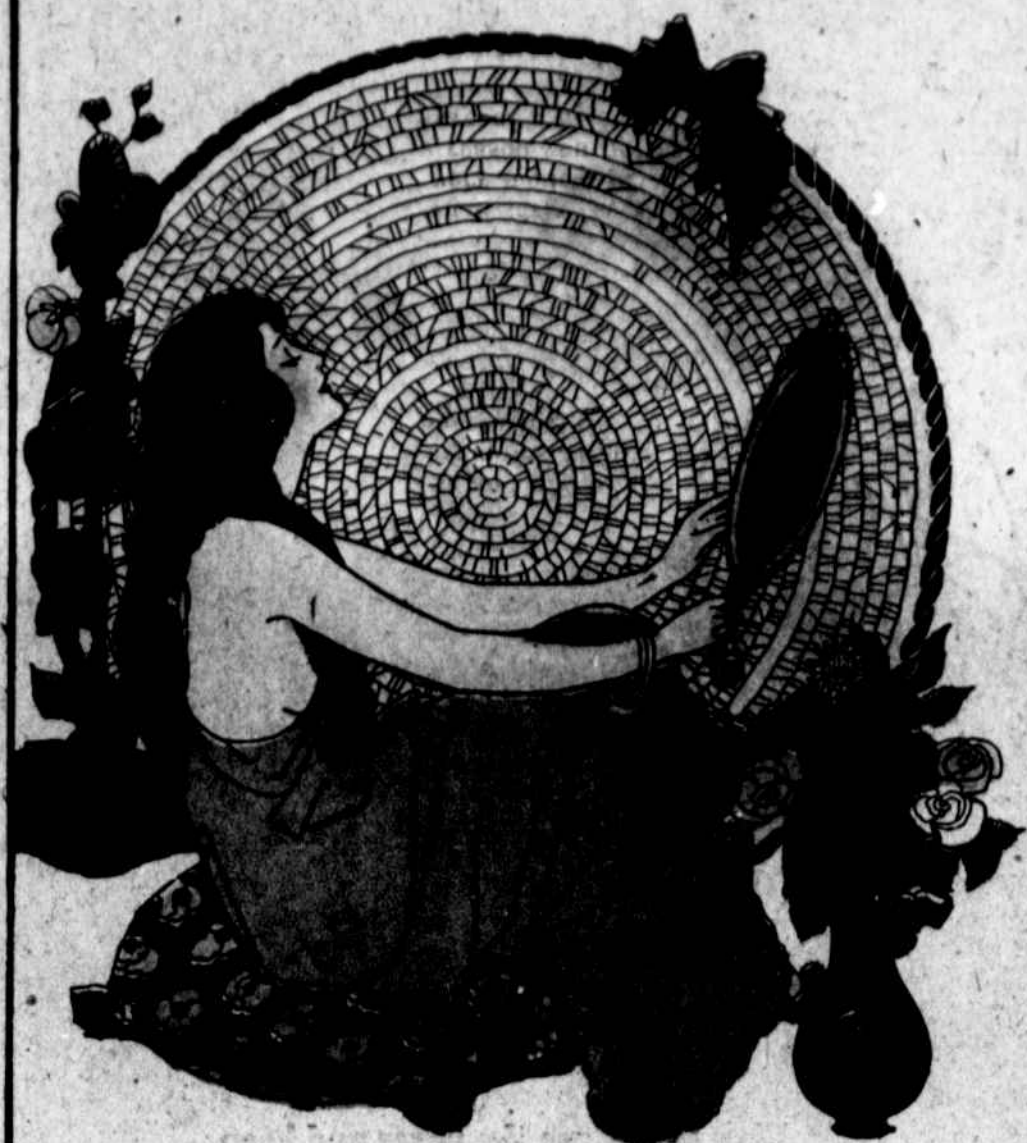


What Story Does Your Mirror Tell?



One of Care and Refinement, or One of Indifference and Neglect?

By Madame Maree

A woman's attractiveness depends, above everything else, upon her complexion and hair.



Grace, kindly disposition and jewels may help, but they can never cover up the defects of a neglected complexion.

Beauty, whether natural or cultivated, will fail with the years unless given reasonable care and attention. There is an old and true saying: "Be fair to your face and your face will be fair."

But in your selection of toilet requirements it is by no means necessary to be extravagant or to think that cut glass bottles always contain the most desirable preparations.

There are a number of very simple and easy to use beautifiers that it is even best for you to make at home with your own hands. Here are a few of them—and you are welcome to use them. Every one has been tested time and again, and you may depend upon them absolutely.

A Home Mixed Vanishing Cream To Take Away Wrinkles and "Crow's Feet"

Did you ever notice how a coarse skin or one with large pores will always show the most wrinkles? This discovery points to the secret of removing wrinkles, which has never before been fully realized. By making the pores smaller, a most remarkable result is produced on wrinkles. The pores "brace up" and the skin becomes much finer in texture. This could be illustrated by mentioning the difference in texture between cheesecloth and cambric. By making the pores smaller the skin ceases to be cheesecloth in texture—it becomes fine and plump as that of a baby. Making the pores smaller and thereby eliminating wrinkles is quickly accomplished by the use of the following mixture:

Get from your druggist two ounces of eptol and mix with one tablespoonful of glycerine in half a pint of water. The rich cream, which is the result, makes the skin plump and vigorous and causes even deep wrinkles to disappear in quick time. The eptol sells for fifty cents and you probably already have enough glycerine.

Here Is a Cream for Skin Blemishes Freckles, "Muddy" Complexions, Sallowness or "Liver Spots" Will Soon Disappear

There is a sure way and a quick way to make your complexion wonderfully beautiful. This method is being used by thousands of women with extraordinary success. It is a formula which makes all the old, spotty, muddy skin loosen right off showing the lily-like, pink-tinted skin underneath, smooth and beautiful.

Make up the formula easily at home in a few minutes by mixing one ounce of zintone in a pint of water and adding a tablespoonful of glycerine. This makes a cream that is entirely free from any of the injurious ingredients so commonly used in the many face preparations sold. Furthermore, it is exceedingly economical and never fails to do the work. The zintone can be obtained at any drug store for fifty cents.

A Hair Tonic Without Alcohol

Although most hair tonics contain alcohol, some to a large percentage it is now being claimed that the continued use of alcohol will cause a dryness of the scalp and that the hair will become brittle. Also that alcohol has a strong tendency to cause the hair to turn gray.

Here is a hair tonic and invigorator that contains no alcohol—and its use will show quick results not only by stopping the loss of hair, but by increasing the thickness and beauty of its growth.

Thin spots will begin to fill with new hair, and there will be fewer "combing" each morning.

To a pint of witch hazel add one ounce of beta-quinol—the latter being sold by druggists everywhere for fifty cents. Add a few drops of your favorite perfume if you wish.

This will give you a large bottle of a very superior tonic and invigorator at a very modest price.

Note.—If for any reason you prefer an alcohol tonic, use the beta-quinol in a mixture of a half-pint of water and a half pint of bay rum instead of the witch hazel—as the bay rum contains alcohol.

A Hair Remover Used Like A Skin Lotion—Non-Irritating

There is only one superfluous hair remover known which will not cause redness, irritation or injury to the skin. This is a

formula which not only is as safe as a lotion on the skin, but removes any hair instantly without leaving any evidence whatever that a hair remover has been used. The skin will be soft and white. This toilet preparation, sulfo solution, is being used by thousands of women. This comes in the form of a creamy golden liquid. It is applied with the fingers or a little cotton swab on the hairs to be removed. Almost immediately the hairs dissolve completely. The cream is then wiped off, leaving the skin in exquisite condition, without the least reddening or smarting. It can be applied to the most delicate skin or any part of the body, and will not even leave the skin red. The whole thing is all done in a few moments with perfect ease, and it never fails to remove all hairs, no matter how thick or bristly. Its use positively defies detection. Aside from its marvelous results, it is the most economical hair remover known. It can be obtained for one dollar at any drug store.

A Two-cent Shampoo That Can't Be Beat at Any Price

A shampoo that is rapidly taking the place of soap and other head washes is eggol.

No other preparation produces such an appearance of fine silkiness of the hair, or compels such admiration for its beauty and life. This head wash consists merely in dissolving a teaspoonful of eggol in half a cup of hot water and applying to the hair like an ordinary shampoo. An exceptionally rich and satiny cloud of lather is instantly formed.

It removes more quickly and thoroughly than can any soap or ordinary shampoo every particle of dirt and sebum, as well as the dead skin and other accumulations down next to the scalp. Soap usually leaves a film on the hair and scalp, difficult to wash off. Eggol, on the other hand, removes all greasy film and cleanses the pores of the scalp, letting the hair "breathe," as is necessary for its health and vigor. A striking difference is seen in the growth of the hair after a short time, and its silky beauty is wonderfully enhanced. It makes head washing a positive pleasure, even when the hair is very thick. It is the silky head wash without an equal. It leaves the hair easy to "do up." For twenty-five cents enough eggol can be obtained at any drug store to provide twelve or more of these unusual shampoos.

Dissolve Blackheads Never Try to Squeeze or Force Them Out.

There is one simple, safe and sure way that never fails to get rid of blackheads, and that is to dissolve them.

To do this, get a package of neroxin from any drug store for fifty cents—sprinkle a little on a hot, wet sponge—rub over the blackheads briskly—wash the parts, and you will be surprised

how the blackheads have disappeared. Big blackheads, little blackheads, no matter where they are, simply dissolve and disappear, leaving the parts without any mark whatever. Blackheads are simply a mixture of dust and dirt and secretions from the body that form in the pores of the skin. Pinching and squeezing only cause irritation, make large pores and do not get them out after they become hard. The powdered neroxin and the water dissolve the blackheads so they wash right out.

A Face Powder That Will Enhance the Beauty of Any Skin, No Matter How Perfect

The only article mentioned on this page that is not for sale generally by all drug stores throughout the U. S. is FRESKA BEAUTY POWDER.

This is because FRESKA powder is the very latest triumph of the laboratories of the Cooper Pharmacal Co. and has not yet reached the drug trade. It is being distributed as rapidly as possible, however, and hereafter you will find it at your favorite drug store or toilet counter.

But, of course, you must never again expect to buy this wonderful powder, in this beautiful hand-made, hand-tufted box for any such ridiculously low price as 32 cents.

The makers of FRESKA BEAUTY POWDER simply figure that the cost of the package, including postage and war tax, is about 32 cents—so they are taking this opportunity to introduce this powder to you at a price less than the wholesale cost to druggists for any really high class article.

You never saw a powder quite as fine and smooth and delicate as FRESKA.

You never smelled a perfume quite as refined, fragrant, refreshing and wholly delightful as FRESKA.

You never used a powder that had the same lasting, clinging, "never-rub-off" quality as FRESKA.

Surely you will send for this beautiful large box at this gift price of 32 cents.

USE THIS COUPON

COOPER PHARMACAL CO.,
342 to 354 No. Clark St., Chicago, Ill.

Please send me a box of your new FRESKA BEAUTY POWDER. I enclose 32 cents to help pay cost, postage and tax. (State tint desired, White, Flesh or Brunette.)

If you wish to order any of the preparations mentioned in the beauty prescriptions given on this page, use space below.

I enclose \$..... for which you will please send me by prepaid mail,

Name
Address
Town..... State.....



THE NEW BEAUTY POWDER.

This is the very latest production in face powders. Not yet for sale by druggists. See description in last column and if you want the most delightful treat ever offered in toilet ware send the 32 cents required. Either coin or stamps—suit your convenience.